

Does the Student Experience Impact Young Alumni Donations?

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BACKGROUND

The use of predictive modelling to improve the outcomes of fundraising efforts is a relatively new discipline with the first attempts occurring in the mid-1990's and mainstream usage beginning in the mid-2000's. Fundraising modelling considers factors such as the recency, frequency, and monetary value of donations received to better understand the donor population and implement strategies to both upgrade existing and find new donors.

In regression modelling many factors from behavioral and descriptive categories are considered to identify members of the overall population who strongly relate to the dependent population (donors). The factors determined to be statistically significant in accurately predicting the desired behavior are then used to rank subjects relative to the dependent population.

The most frequent use of regression modelling in fundraising is to identify non-donors or annual level donors who resemble major gift donors. This allows fundraisers to focus their efforts on populations that are more likely to donate.



Accurately identifying probable donors improves efficiency and outcomes

In this study of over 70,000 young alumni, academic and student experience factors are combined with traditional fundraising data points to determine which are predictive of a student becoming a donor as an alumnus. This information will be used to target and acquire new data points that will assist in improving future fundraising outcomes.

RESEARCH QUESTIONS

Are academic and student experience data points predictive of future donation behavior?

Are these factors predictive when combined with traditional fundraising data points?

Which academic or student data points are predictive? What does that tell us about our students and alumni?

How can we increase access to predictive academic and student experience data points to improve our fundraising outcomes with young alumni?

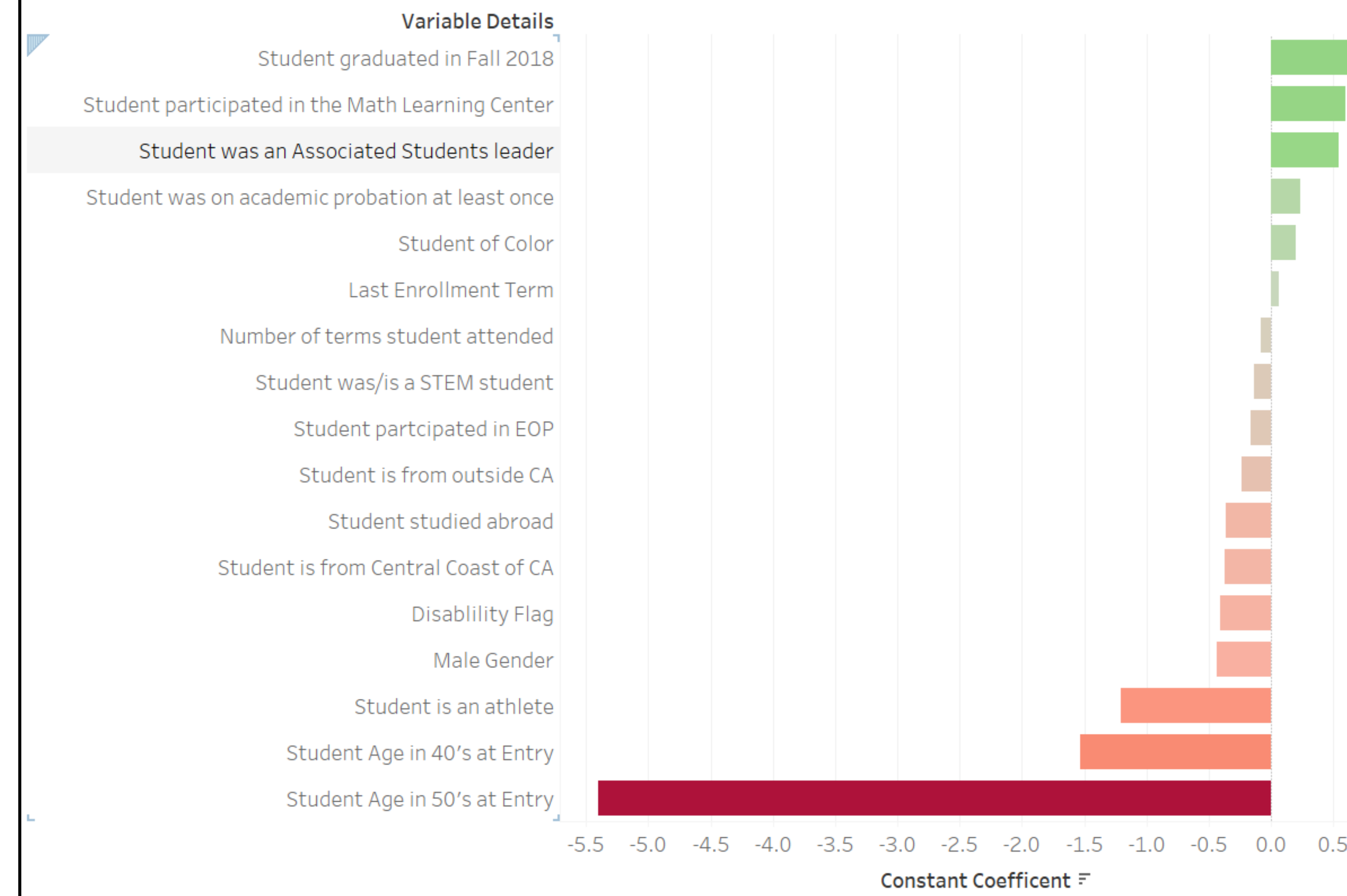
METHODS

A regression model was constructed using SPSS with data from Ellucian AdvanceWeb and the Data Champions master file. This data was anonymized to ensure protection of sensitive PII data and to reduce the potential for bias if individuals were known donors,

The model was tested and adjusted until a high degree of identification accuracy was achieved. Once statistically significant variables were identified, the full file was scored based on the degree of similarity each record held to the significant variables associated with the dependent population (donors),

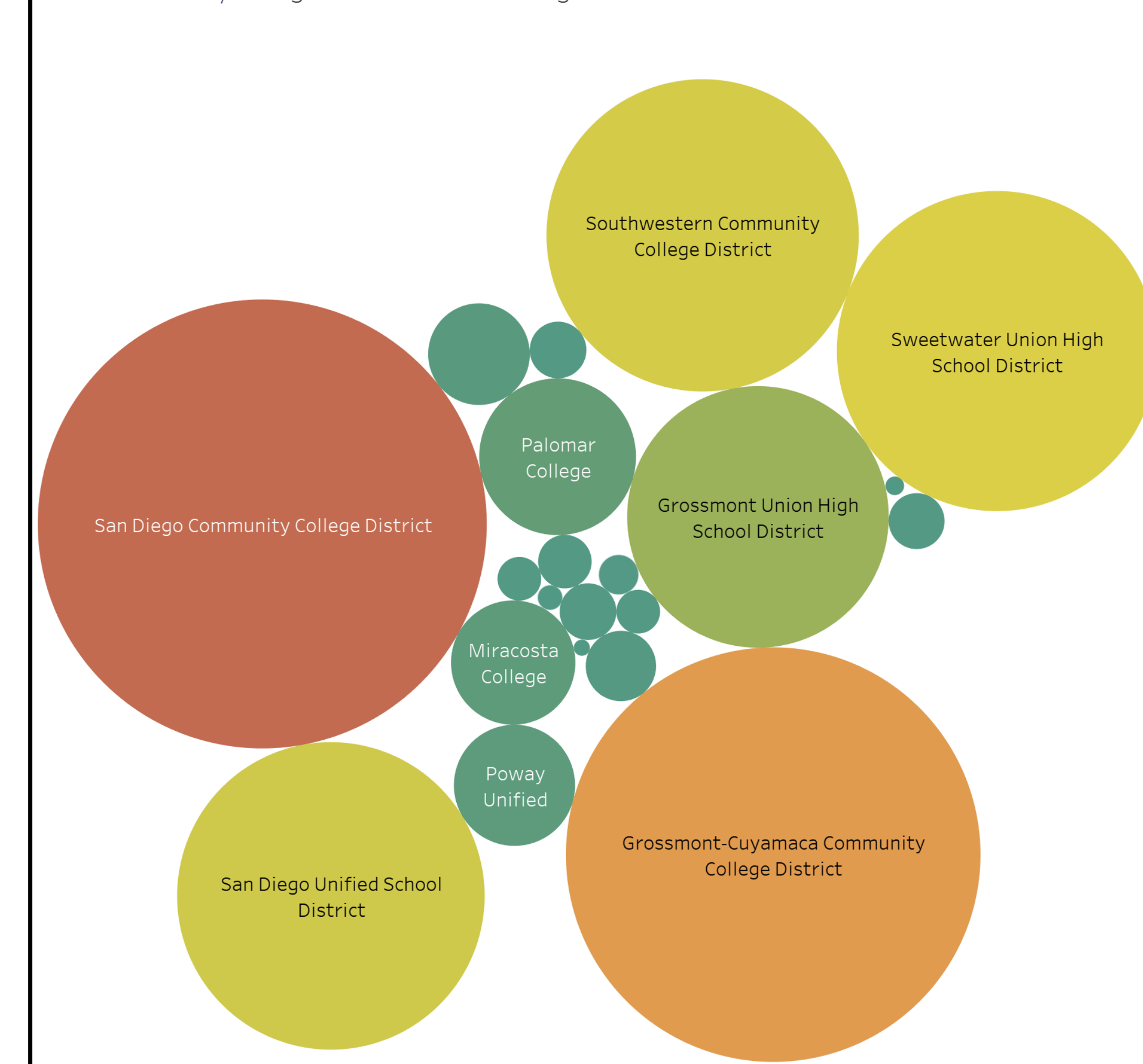
FINDINGS

Significant Academic or Student Experience Variables



The results of the regression model show six academic or student experience variables that are predictive in correctly identifying young alumni donors. Additionally, the model found eleven variables that indicated a lesser likelihood of being a donor. These variables will be requested for future graduate files from Enrollment Services to assist URAD in developing useful data segments.

Which Districts/Colleges Do Our Local Young Alumni Donors Matriculate From?



This study found that a majority of young alumni donors matriculated to San Diego State University from within San Diego County.

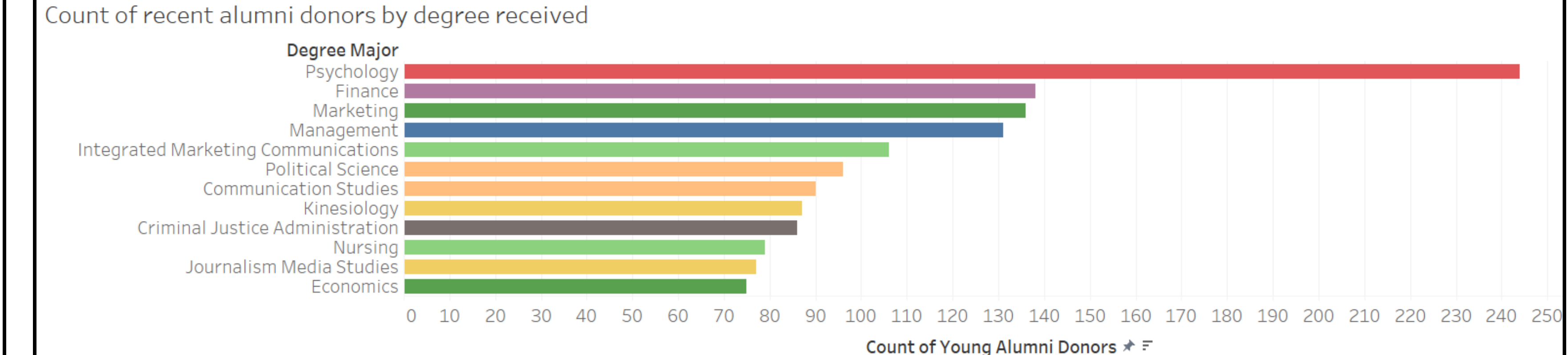
Additionally, those who transferred from a local community college represent a majority of the overall donor population.

This exciting finding represents a new revelation in the make-up of our young alumni donor population, and the first time URAD has had the opportunity to combine donor and incoming institution data to uncover these stories.

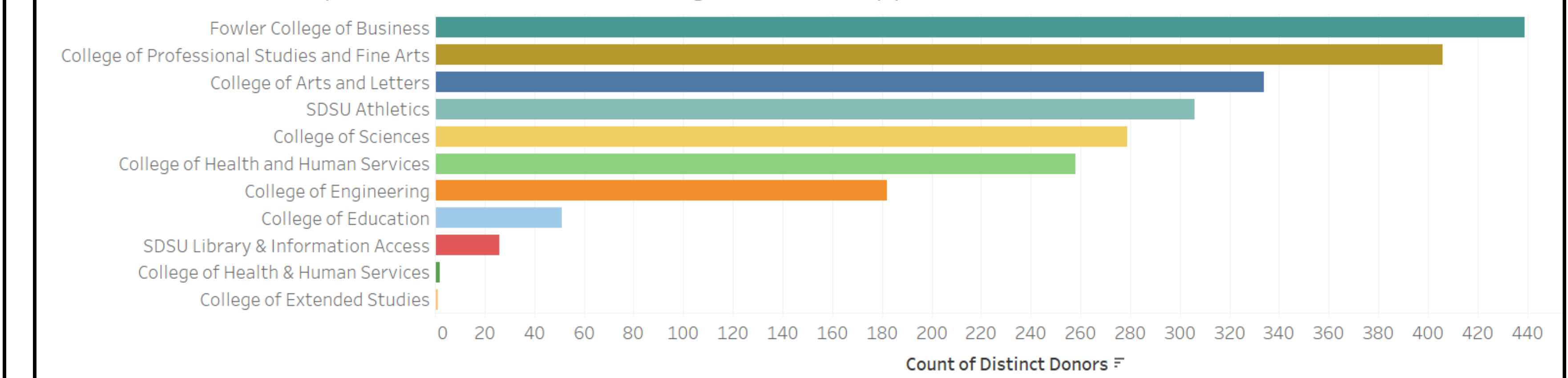
REFERENCES

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Which Majors Have the Most Young Alumni Donors?

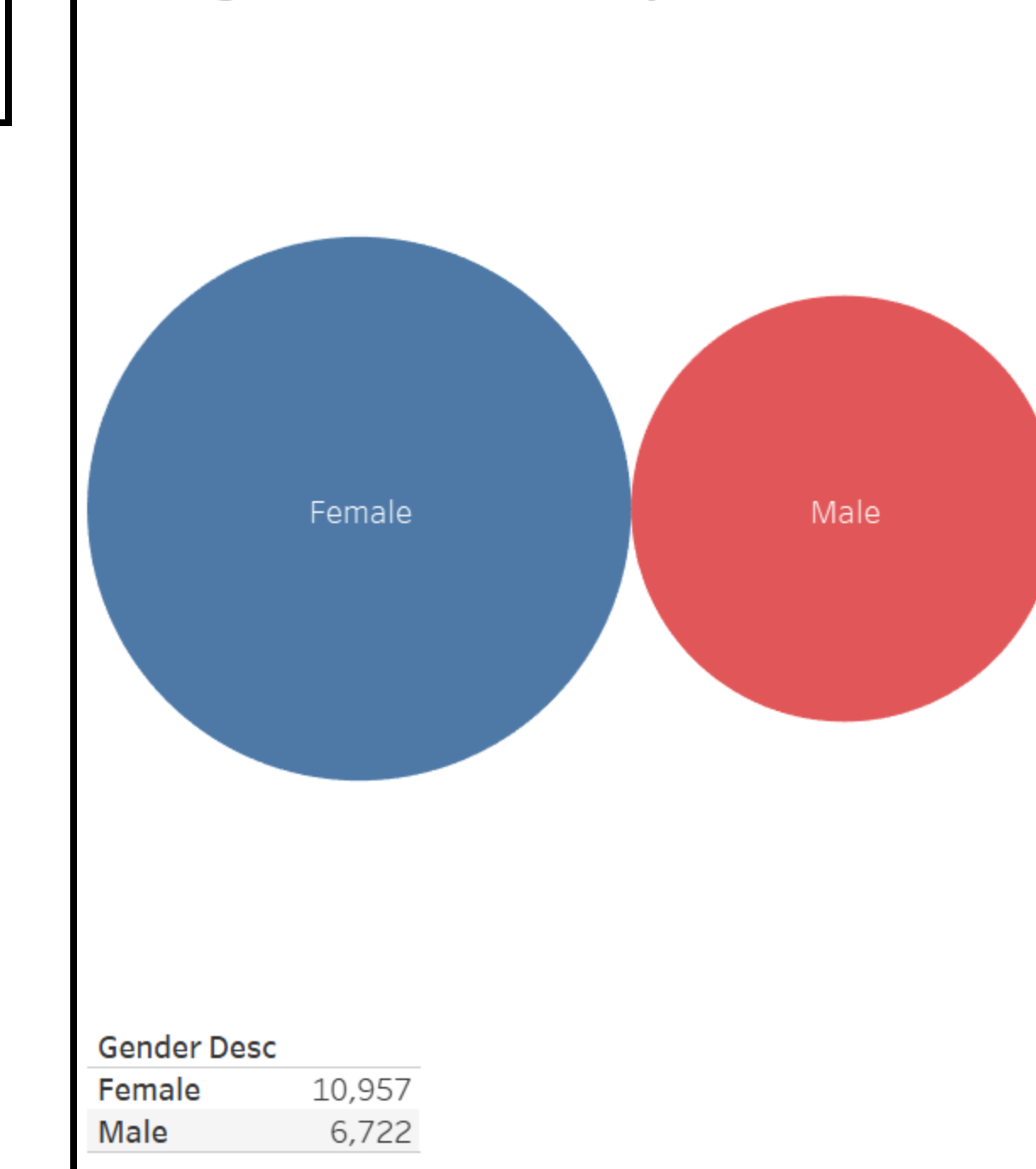


Which Areas of Campus Receive the Most Young Alumnus Support?



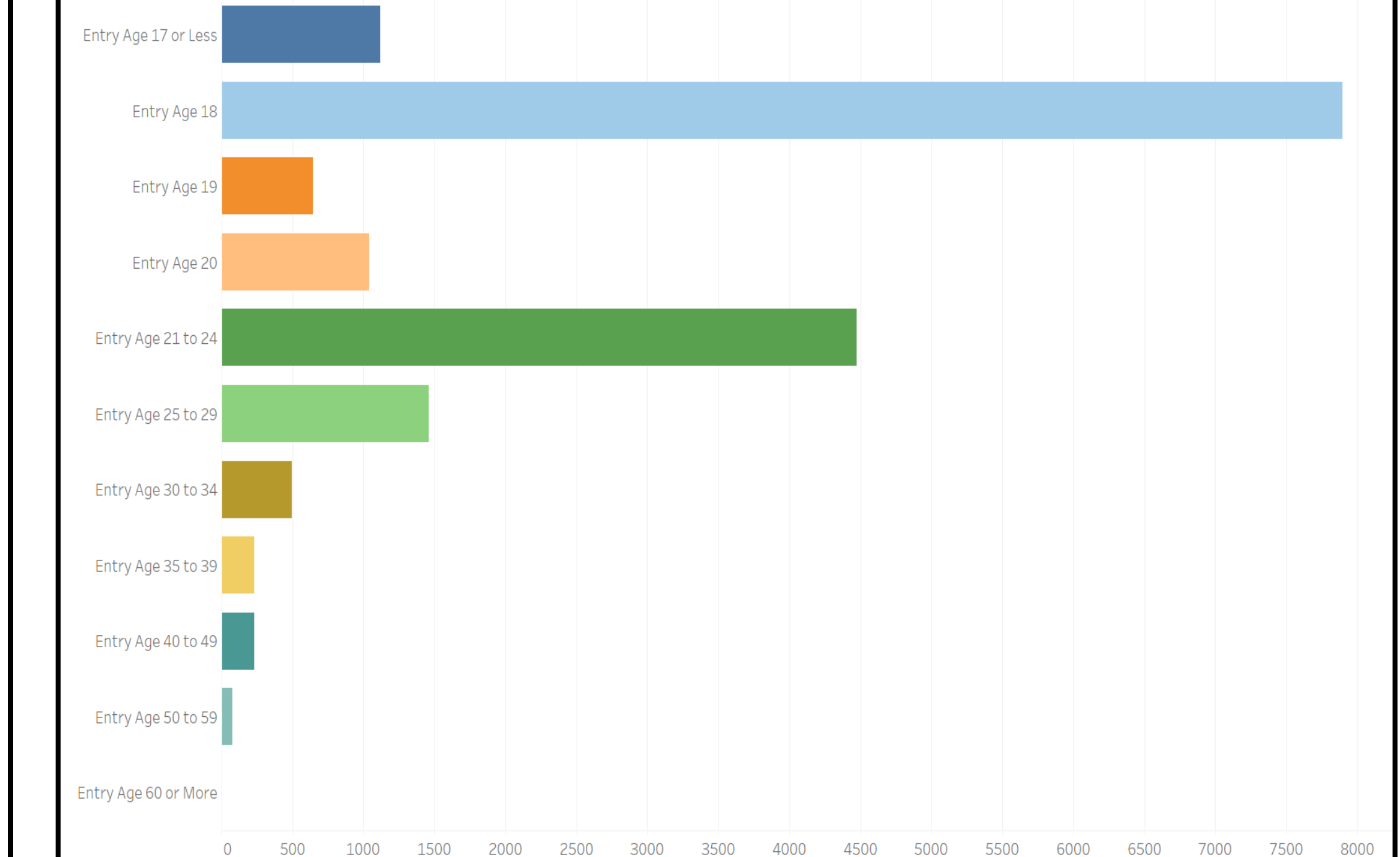
Psychology had the most donors by major, while the Fowler College of Business received the largest number of donors.

Young Alumni Donors by Gender



62% of young alumni donors identify as female.

Recent Graduate Donors by Age at Entry



70% of young alumni donors entered SDSU at 18 or between ages 21-24.

CONCLUSIONS & FUTURE DIRECTIONS

This study of young alumnus donors found new and interesting correlations between the student experience and the potential for future philanthropic donations to the University.

Transfer students, student who experienced academic probation, utilized the Math Learning Center, or are a student of color are more likely to support the University as an alumnus. This suggests that the University's role in helping students overcome challenges and succeed in earning a degree plays a significant role in increasing future philanthropic support.

Student experience data requests will now include these important data markers and allow our Alumni Association and Development team to better engage with grateful alumni in the future.